

Subject: Action Alert: Fight Measure JJJ (Build Better L.A. Initiative)
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CCA Action Alert



ACTION ALERT

Fight Measure JJJ (Build Better L.A. Initiative)

**Contribute to
CJAH to defeat
Measure JJJ**

Measure JJJ: Right Problem, Wrong Solution

The Central City Association is an integral member of the Coalition for Jobs and Attainable Housing (CJAH), which has been formed to defeat Measure JJJ (Build Better L.A. Initiative) and to support Measure HHH (General Obligation Bond for Homelessness) on the November 2016 ballot.

We need your help to defeat Measure JJJ.



Measure JJJ is a deeply flawed initiative that deserves a NO vote. Measure JJJ does not produce new jobs and will not increase the production, or affordability, of housing.

In fact, studies by UC Berkeley, the California Institute for County Government, and Habitat for Humanity/San Fernando and Santa Clarita Valleys estimate that the requirements of Measure JJJ could add as much as 23-30% to the cost of constructing new housing.

Instead, Measure JJJ will:

- Increase construction costs
- Add delays and red tape to the construction of needed housing
- Impede the City's ability to update Community Plans

Specifically, Measure JJJ requires all projects with 10 or more residential units that also require a General Plan amendment or a zone or height district change that will increase density to include a percentage of affordable units.

Measure JJJ requires these residential projects to pay the prevailing wage and hire City of Los Angeles residents.

Please join CCA and contribute to CJAH to defeat Measure JJJ. For more information about how you can give to CJAH, [please click here](#) or contact CCA's Director of Government Relations, [John Howland](#).

Measure JJJ will add another hurdle for the City to update community plans. It prevents any updates to the community plans unless the city can guarantee such changes will not “reduce the capacity for creation and preservation of affordable housing and access to local jobs.”

Measure JJJ is the wrong approach and will make it harder to build more housing in the City of Los Angeles. That is why community-based organizations, businesses, homeless advocates, non-profit groups, housing advocates and tenant rights groups oppose Measure JJJ.

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